



Smart Transportation Alliance

# **OPTICITIES**

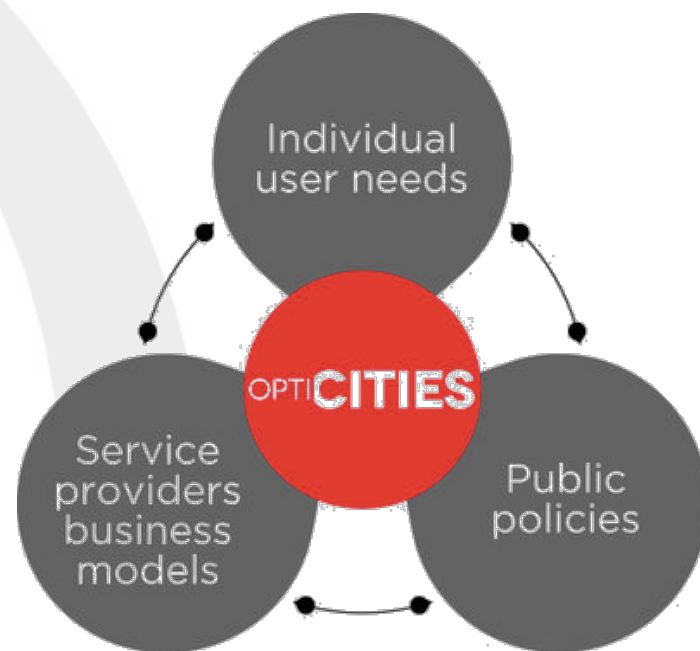
## **Enhancing urban smart mobility**

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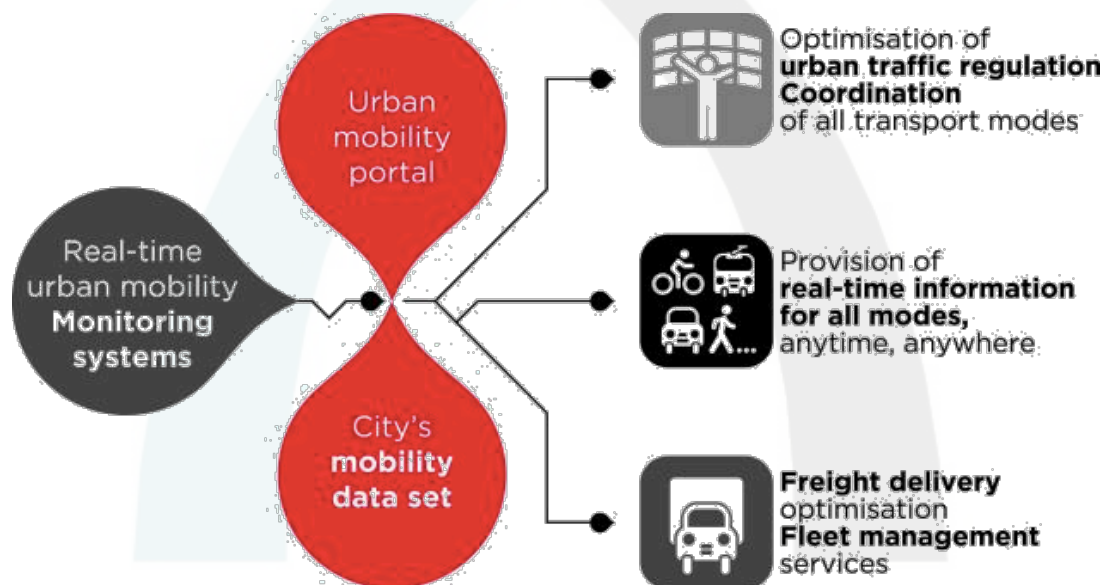
# OPTICITIES

## *Objectives*

- Set up **high level services** for travellers and urban **logistics**, addressing **user needs** and urban mobility **public policies**.
- Support mobility policies and an **open market for business development** around urban **ITS**.
- Define **standards and architectures** to foster **interoperability** among cities and travel modes.



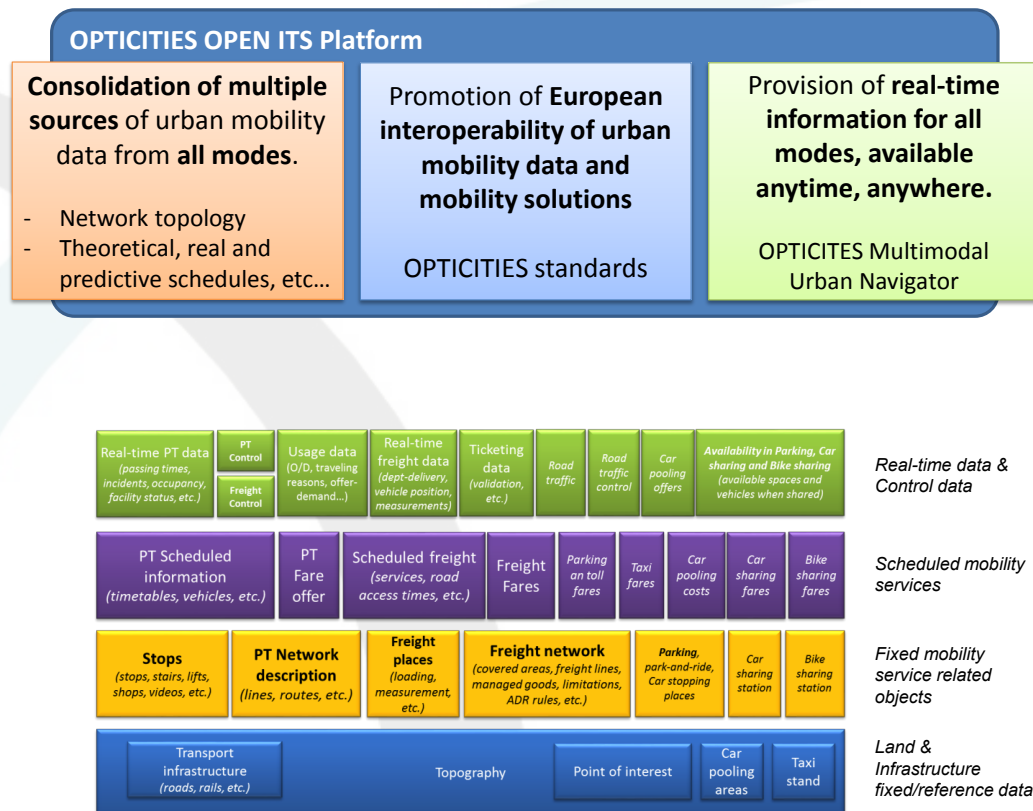
- Set up a **comprehensive mobility data store in European cities** controlled by public stakeholders
- **Develop innovative services** managed by private sector or public stakeholders using the urban mobility data store, **supported by an adapted contractual framework.**



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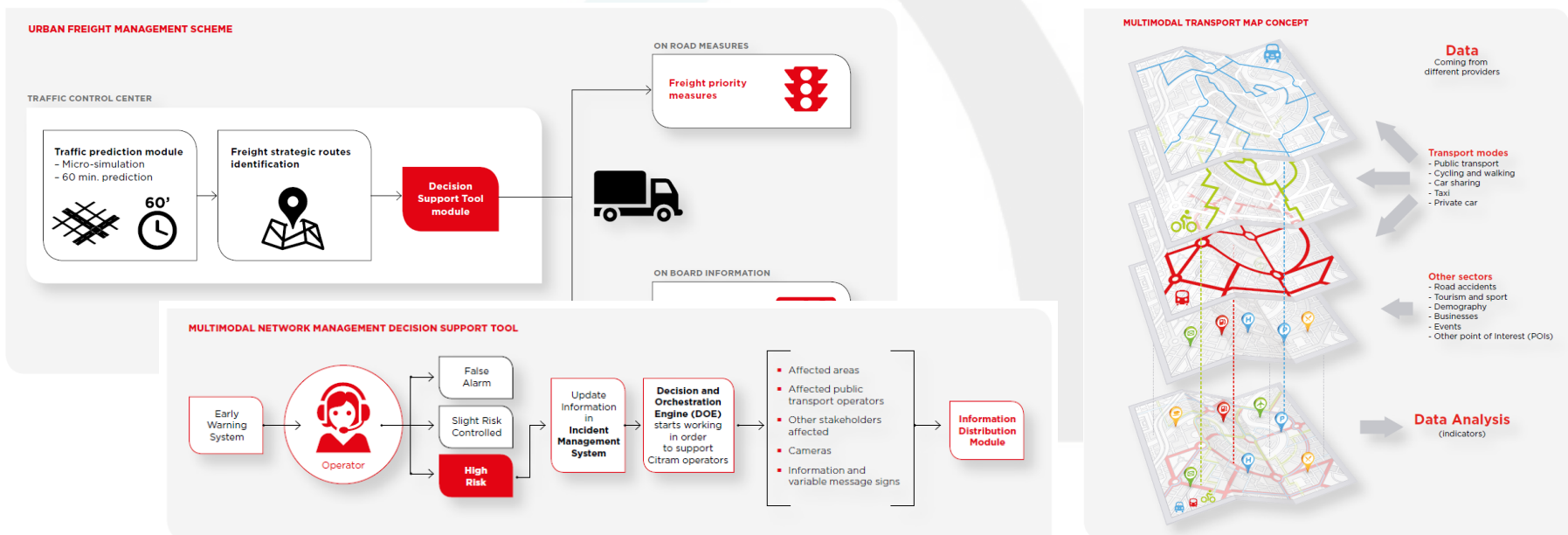
## Major achievements

- A standard for an urban multimodal dataset taken on board by ISO and CEN.
- Mechanisms to integrate data on:
  - Public transport information, road traffic data, ...
  - Road works management.
  - Freight access and tracking.
  - Collaborative user information.

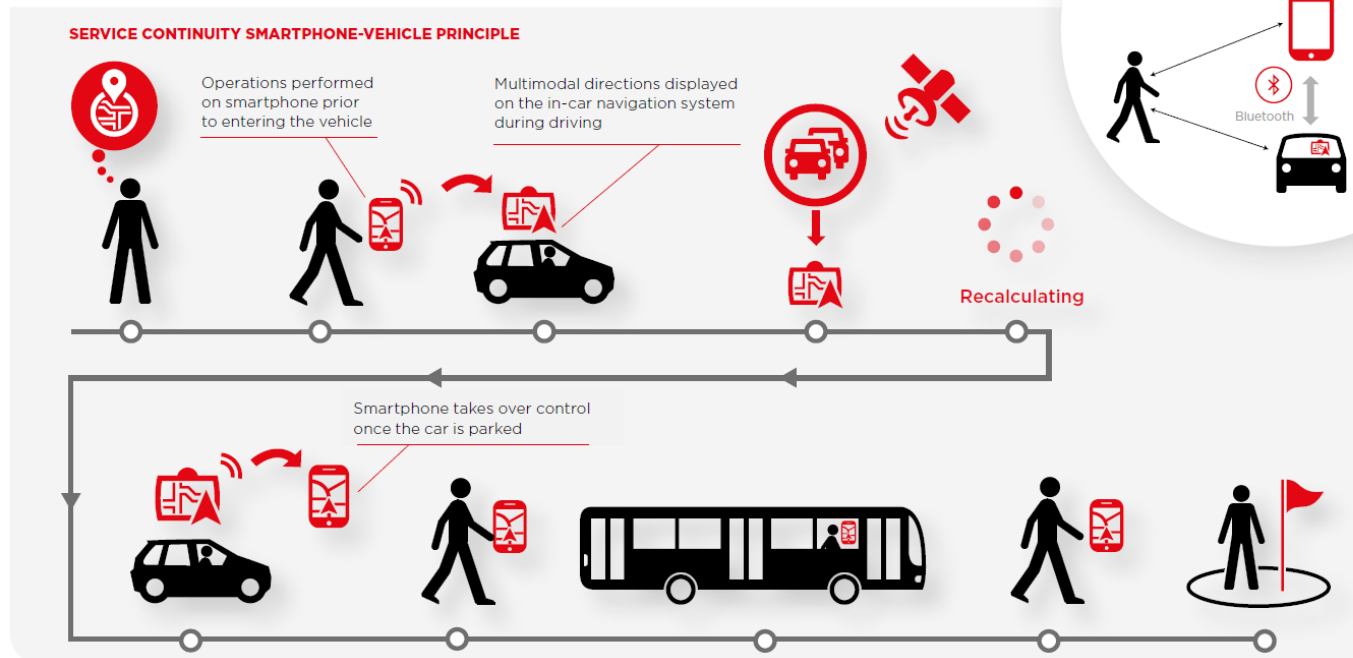




- Reinforcement of the multimodal approach to implement holistic network management solutions.
  - Multimodal network map for planning
  - Multimodal network management
  - Integrated soft priority tools for public transport
  - Dangerous goods vehicles monitoring and management.
  - Traffic prediction in traffic management centres



- Traveller information services are the key to a true seamless multimodal mobility for citizens.
- Complete trip information anytime, anywhere, updated in real-time.

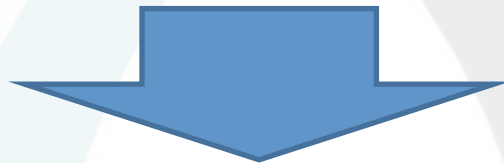


- Consolidation of the concept of **the citizen as the central part of urban mobility environment.**
- Consideration and integration of small/dynamic ITS initiatives in the mobility policies.
- Complete integration of urban mobility data centres, traffic information services, data provision, ticketing information and payment mechanisms.
- Complete **integration of innovative data sources:**
  - Crowd-based and social-based information.
  - Mobile and Ad-Hoc networks data.
  - BigData and distributed processed information.

# OPTICITIES

## *Opportunities & Challenges*

- First-mile and Last-mile passenger and freight or logistics issues are still pending issues.
- Prediction tools still do not consider all the information relevant for accurate decision-taking process.



- It is necessary to take a look at urban mobility in its wider environment and implications, with the citizens at its center.





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**THANK YOU  
FOR YOUR  
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